



**Press release**  
14 October 2025

## **Q3 Operational update**

# **Readly shows continued growth and improves accessibility in the app**

**Readly International AB continues its growth journey with a focus on creating value for both subscribers and publishers. During the third quarter, the number of fully paying subscribers (FPS) increased by 2.7 percent to 427,200 (415,767) compared with the same period last year, adjusted for divestments and acquisitions. Revenues rose by 3.6 percent to SEK 186.1 million (179.7), adjusted for currency effects and acquisitions.**

*– We have a clear strategy going forward. Our focus is to continue building on the momentum we have with subscriber growth, which contributes to an increasing and long-term source of revenue for the industry and ensures that Readly supports the spread of quality journalism, says **Johan Adalberth, CEO of Readly.***

Readly continues to enhance the user experience. Accessibility in the app has been improved, allowing users to adjust text size within menus, functions and settings. This improvement contributes to a more inclusive and user-friendly reading experience. The launch of interactive headlines – a feature that allows users to open mobile-optimised articles directly from a magazine or newspaper page, is already driving positive engagement. Article reading in mobile view has nearly tripled during the third quarter compared with the previous quarter.

On the content side, efforts continue to ensure a wide range of titles across Readly's 36 interest categories. During the quarter, new magazines were added in areas such as music, travel, food and sports. Over the summer, a campaign was launched in Germany, the UK and Sweden with new, locally adapted creative formats. Marketing was further strengthened through strategic partnerships with over 25 brands, including Apotea, NTV and McDonald's, contributing to strong intake results.

### **For more information:**

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### **About Readly**

Readly is a European category leader for digital magazines and newspapers. The company offers a digital subscription service where customers have unlimited access to 8,000 national and international titles - all in one app and at a fixed monthly fee. Readly has subscribers in 50 countries and content available in 17 different languages. In collaboration with around 1,000 publishers worldwide, Readly is digitising the newspaper and magazine industry. In 2024, revenues amounted to SEK 725 million. For more information, please visit <https://corporate.readly.com>